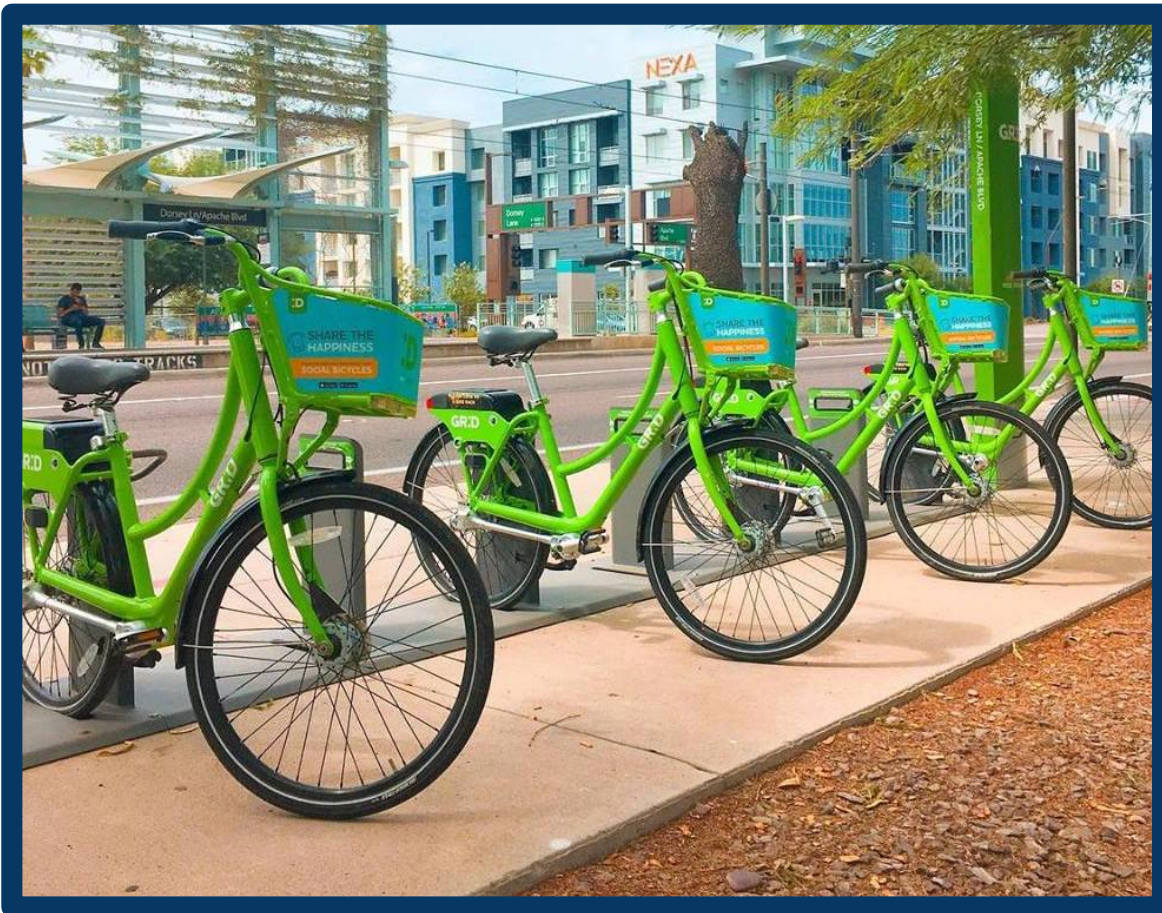




BIKE SHARE

## September 1 - September 30 2018 Report Tempe



GRID Bike Share is Operated By:



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# System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	112	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	844	N/A
<b>Trips</b>		
Total Trips	9,424	5,093
Trips Per Day (average)	314	169
Utilization Rate (trips per bike per day)	.37	.57
<b>Active Members</b>		
Total Membership	26,779	N/A
Monthly/Yearly Plans	807	N/A
Pay-As-You-Go & 7 Day Plan	25,972	N/A
<b>Revenue</b>		
Total Revenue	\$13,067	\$5,540.45
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	197	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

New/Total Active Members (Full System)

**Table 2**

Membership Type	New Sign Ups	Total Active Members
Student	29	307
Monthly	33	219
Annual	0	145
Other	1	136
Pay As You Go	789	25,900
7 Day Pass	73	72
<b>TOTAL</b>	<b>925</b>	<b>26,779</b>

## Trips

Cumulative Trips Per Day of the Week  
September 2018 (Tempe Only)

**Table 3**

M	T	W	Th	F	Sa	Su
646	754	758	906	818	609	602

Trip Initiation Method (Tempe Only)

**Table 4**

Mobile	1,041
Keypad (manually entered)	4,020
Keypad RFID Card	25
Website	7

Trip Statistics

**Table 5**

	Sept (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	9,424	83,548	5,093	35,790
Total Miles Ridden	19,495	138,999	13,714	68,093
Avg Trip Distance	1.6	2.1	3	1.9
Avg Trip Time	17:36	24:51	18:54	20:17
Avg Weekday Trips	355	320	122	131
Avg Weekend Day Trips	233	360	157	116
Holds	480	3,894	N/A	N/A
Ended out of Hub	5,094	32,859	3,532	19,434
Ended out of System Area	31	243	17	99

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

## Trip Stats by Member Type (Full System)

Table 6

Member Type	Sept Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,718	29%	30,169	36%
7 Day Pass	332	4%	5,474	7%
Annual	438	5%	4,394	5%
Monthly	1,121	12%	9,878	12%
Student	4,456	47%	29,627	35%
Other	359	4%	4,006	5%
<b>TOTAL</b>	<b>9,424</b>		<b>83,548</b>	

## Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Sept Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,179	23%	11,549	32%
7 Day Pass	93	2%	2,135	6%
Annual	44	1%	340	1%
Monthly	614	12%	3,798	11%
Student	3,118	61%	17,586	49%
Other	45	1%	382	1%
<b>TOTAL</b>	<b>5,093</b>		<b>35,790</b>	

Friday, September 7th was the highest day for regional ridership with a total of 431 trips taken. For trips originating in the Tempe service area, Friday, September 7th was also the top day for ridership with 230 trips taken.

# Station Performance

## Regional Station Performance

**Table 8**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T25 University Dr. / Veterans Way	376	T23 Escalante Center	4
P124 3rd St / Taylor St (Sponsored by APS)	373	M104 Macdonald / 1st St (Museum of Natural History)	2
P120 Central Ave / Taylor St	332	T32 North Tempe Multigen Center	2
T20 Tempe Center for the Arts (Sponsored by SRP)	328	M109 Main St / Horne	1
P127 Central Ave / Roosevelt St	327	M121 2nd Ave. and Center	1
P106: 1st St / Washington St (Sponsored by SRP)	302	P102 1st St / Buchanan	1
P129 5th St / Roosevelt St	302	P159 Sherman St / 3rd Ave.	1
P125 Pierce St / 1st Street	293	M119 5th St. and Hibbert (Escobedo Park)	0
T21 Forest Ave/ Lemon St. (Best Hall)	292	P176 Buckeye Rd / 13th St	0
T16 Apache Blvd / Rural Rd	268	P179 15th Ave. and Washington	0

## Tempe Station Performance

Trips started and ended at each station in the Tempe service area

**Table 9**

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T25 University Dr. / ASU Student Housing	23	115	261	376	0	5
T20 Tempe Center for the Arts	10	161	167	328	0	7
T21 Forest Ave/ Lemon St. (Gammage)	20	112	180	292	0	7
T16 Apache Blvd / Rural Rd	15	77	191	268	0	5
T27 McAllister Ave / Apache Blvd	25	48	219	267	0	6
T14 College Ave / University Dr	15	88	160	248	0	5
T17 Tempe Beach Park	25	113	125	238	0	12
T03 Rural Rd / Terrace Rd	11	88	138	226	0	4
T26 ASU Memorial Union	25	53	145	198	0	4
T01 5th St / Forest Ave	20	66	107	173	0	7
T13 College Ave / Apache Blvd	15	66	100	166	0	3
T11 University Dr / Mill Ave	20	35	116	151	0	7
T31 6th St / Mill Ave	15	70	76	146	0.78	8
T18 Neil Giuliano Park	15	61	76	137	0	7
T04 Apache Blvd / Dorsey Ln	10	49	83	132	0	5
T28 Rio Salado Pkwy / Mill Ave	10	47	80	127	0	4
T29 Tempe Town Lake Marina	9	62	64	126	0	5
T24 Westside Center	10	44	63	107	0	5
T15 8th St / Dorsey Ln	10	37	67	104	0	4
T02 3rd St / Mill Ave	9	49	51	100	0	4
T05 McClintock Dr / Apache Blvd	15	50	49	99	0	10
Goldwater Ctr. for Science - Tyler Mall (ASU Virtual Hub)	na	39	24	63	0	1
T06 McClintock Dr / Rio Salado Pkwy	10	19	25	44	0	5
Coor Hall - S Forset Mall (ASU Virtual Hub)	na	30	13	43	0	1
T12 Rural Rd / Southern Ave	10	19	23	42	0	4

T07 Smith-Martin / Apache Blvd	10	16	21	37	0	4
T09 Washington St / Center Pkwy	9	17	20	37	0	5
T10 Washington St / Priest Dr	10	16	18	34	0	4
T08 Apache Blvd / Price Rd	10	13	14	27	0	6
T22 Baseline Rd / Priest Dr	10	5	10	15	0	6
Orange St - S McAllister Mall (ASU Virtual Hub)	na	6	6	12	0	1
T19 Kiwanis Park	15	4	4	8	0	6.5
Hayden Library - Cady Mall (ASU Virtual Hub)	na	6	2	8	0	0.5
T30 Evelyn Hallman Park	8	3	3	6	0	4.5
T23 Escalante Center	10	1	3	4	0	6
T32 North Tempe Multigen Center	10	1	1	2	0	5.5

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	779,816	5,559,965.2	548,554	2,723,725
Carbon Offset	17,191.4 lbs	122,319.2 lbs	12,068.2 lbs	59,922 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.



# Maintenance & Rebalancing Operations

## System-Wide Operations Data

**Table 11**

	System Wide	Tempe
Average number of bikes in service each day	844	N/A
Bikes inspected in field	2,328	973
Bicycles repaired <sup>1</sup>	124	28
Reported Issues	718	N/A
Average bike repair time	30 minutes	30 minutes
Bikes lost or stolen <sup>2</sup>	1	1
Graffiti Cleaned	3	1

<sup>1</sup>124 is the number of bikes that is reported repaired by operations staff. The number 718 is calculated by adding up all the issue reports from users and those automatically generated by the SoBi back end. This also includes an "Other" segment which include connectivity issues. On August 24th SoBi forced all systems to upgrade to their latest firmware as member number were being increased to 10 digits and older firmware only supported member numbers up to 7 digits. Since that update the GPS units have also been communicating more frequently which puts a strain on the battery. We had a larger than normal number of bikes lose connection during the month due to low and or dead batteries. The bikes were 100% mechanically fine and were deployed in the field, they just lost connection at some point before we could replace the battery. This is why the number of active bikes for the month is lower than normal at 844 and also the discrepancy between actual repairs, 124, and the reported number of issues at 718.

<sup>2</sup>1 Bike Stolen in Tempe and Recovered. On September 23 a user rented a bike and ended their rental at the Tempe Beach Hub, however the bike was only partially locked. Later that night, after Grid no longer had any field techs working, the bike triggered stolen. First thing the following morning staff tracked the bike to it's last known location at an apartment complex in North Tempe by Scottsdale and Weber Road. Staff was unable to pinpoint the exact apartment the GPS was showing the bike at, so they continued to follow GPS pings throughout the day. By 2:00 pm staff was able to locate the bike at the same apartment complex and retrieve it from an individual. Since the bike was recovered and it was not damaged (other than missing a \$25 U bar) Grid staff did not get the police involved.

On September 4 there was a 6 hour Sobi outage from 12:00 pm until 6:00 pm where the entire Grid system was down.

On September 14 6 racks were removed from the Kiwanis Park station in Tempe for construction.

### Out of Station Lock-Ups in Tempe

Of the 5,093 trips started in the Tempe system area in September, 3,532 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, Marina Heights, Farmer Arts District, and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

## Reported Repairs/Issues (Full System)

**Table 12**

	Type of Issue	September	YTD
1	Other	482	2,481
2	Seat	27	76
3	Shifting/Pedaling	35	209
4	Lock	52	309
5	Keypad	58	302
6	Brakes	15	74
7	Flat Tire	34	393
8	Lighting	11	58
9	Frame	4	35

Compared to the previous month there was a 2.2% decrease in repairs/issues reported by users via the bikes on-board keypad. In September, 7.62% of all trips resulted in a user submitted repair request.

# Customer Service Reporting

The top customer service contact category for the GRID system in September was Member Inquiries.

**Table 13**

Reason For Contact	September Created Cases (Full System)	YTD
Member Inquiries	57	333
Billing	25	166
Account Management	18	177
Bike Issue	27	139
Charges	25	200
General Education	7	129
Operations	27	271
Sign Up	3	65
Hub Request	5	33
Partnerships	3	36
New Program Request	0	6
Total CS Cases Created	<b>197</b>	<b>1,555</b>

Customer Service Responsiveness (Full System)

**Table 14**

Time of call/email request	
Avg time to answer	65 seconds
Avg duration of call	6 min

## Agreed Service Levels for Operations within the Tempe System Area

**Table 15**

	Performance Metric
System operations fully operational (%)	99%
All stations fully operational (%)	99%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	99%
Avg response time this month (technical issues, breakdown)	30 minutes

Tuesday September 4th there was a 6 hour Sobi outage from 12:00 pm until 6:00 pm where the entire Grid system was down.

## Financial Summary

In September, the average revenue for the full system was \$78.56 per bike and \$3.16 per trip.

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$4,693	22%	N/A
Ride Fees	\$9,844.35	46%	\$5,939.45
Out of Hub Fees	\$0.00	0%	\$0.00
Out of System Area Fees	\$60.00	0%	\$0.00
Rider Bonuses Given	-\$1,530.00	-7%	-\$399.00
Ad Revenue	\$8,500	39%	
<b>TOTAL</b>	<b>\$21,567.35</b>		<b>\$5,540.45</b>

\*Data has not been audited and is only to be used as an approximation of Gross Revenue

# Marketing Summary

## Social Media

Table 17

Social Media Outlet	Impressions
Facebook	4,685
Twitter	10,100
Instagram	3,617

Event Name	Date
Capitol Rideshare Happy Hour - Phoenix	9/11
Hayden Ferry Lakeside Happy Hour - Tempe	9/20
ASU Memorial Union Happy Hour - Tempe	9/28

# Weather

Table 18 (Source: [www.wunderground.com](http://www.wunderground.com))

Sept	Full Sys.	high	low	avg	Precip. sum
1	236	91	77	84	0
2	223	91	77	83	0.29
3	237	89	75	81	0.42
4	248	91	77	84	0.18
5	354	91	78	84	0
6	406	91	79	84	0.02
7	431	89	75	82	0.36
8	277	89	75	82	0.45
9	243	91	75	83	0.17
10	313	91	75	82	0.64
11	356	93	75	83	0
12	366	93	79	86	0
13	383	96	78	87	0.67
14	337	93	78	86	0
15	194	93	80	86	0
16	188	95	77	86	0.11
17	364	93	78	86	0
18	368	95	79	86	0.03
19	328	96	79	86	0.02
20	367	95	78	86	0
21	375	91	78	84	0
22	273	90	78	84	0
23	221	90	77	83	0
24	352	91	75	83	0
25	365	93	75	84	0
26	387	95	77	85	0
27	405	95	77	85	0.1
28	354	95	79	86	0
29	284	93	77	84	0.02
30	189	91	75	83	0